



The City of Coral Gables

Procurement Division

2800 S.W. 72ND AVENUE
MIAMI, FLORIDA 33155

October 7, 2025

All Responding Proposers (See Distribution List)

SUBJECT: RFP 2025-018 Professional S.T.E.M. Program Services

Dear Proposers:

The evaluation of the proposals submitted in response to the above cited solicitation is complete. The City Manager has recommended an award as shown in the attached document (Award Recommendation).

This notice is provided in accordance with Section 2-910 (c) of the Code of Ordinances for Coral Gables. Our provision of this notice also serves to confirm the lifting of the Cone of Silence from this procurement action as dictated by Section 2-1027 (4b) of the same City Code.

Thank you for your participation in this competition. If you have any questions please contact Eduardo Hernandez, Procurement Specialist at 305-460-5108 or ehernandez2@coralgables.com.

Sincerely,

A handwritten signature in blue ink, reading "Celeste S. Walker-Harmon".

Celeste S. Walker-Harmon
Chief Procurement Officer

Attachment: Award Recommendation

Distribution List of Proposers:
Minds of Tomorrow Miami
Study Smart Tutors, Inc.

CITY OF CORAL GABLES

-MEMORANDUM-

TO: Honorable Mayor and
Members of the City Commission

Date: October 3, 2025

FROM: Peter J. Iglesias
City Manager

Peter J. Iglesias
Digitally signed by Peter J. Iglesias
Date: 2025.10.06 12:03:06
+0400

SUBJECT: Award Recommendation
RFP 2025-018 Professional S.T.E.M.
Program Services

At the next available City Commission Meeting an award recommendation for RFP 2025-018 Professional S.T.E.M. Program Services will be included on the agenda. This memorandum serves to notify you that in accordance with Section 2-763 of the City Code entitled "Contract Award", my recommendation to the City Commission for award of the subject RFP is as follows:

- 1) Accept the recommendation of the Chief Procurement Officer to award the RFP and authorize negotiations with Study Smart Tutors, Inc., the highest ranked responsive and responsible proposer for Professional S.T.E.M. Program Services, RFP 2025-018.
- 1) Should negotiations fail with the top-ranked proposer, negotiations may commence with the next highest ranked responsive-responsible proposer, MOT Miami Magic, LLC dba Minds of Tomorrow Miami, if determined to be in the best interest of the city, until a satisfactory agreement and contract is reached.
- 3) Reaffirm the City's right to pursue alternative courses of action.

On August 1, 2025, the Procurement Division of Finance formally advertised, issued, and distributed Request for Proposals (RFP) 2025-018 Professional S.T.E.M. Program Services. Sixty (60) prospective proposers were notified by INFOR, the City's web-based e-Procurement system.

On September 3, 2025, two (2) firms submitted proposals in response to the RFP: MOT Miami Magic LLC dba Minds of Tomorrow Miami and Study Smart Tutors, Inc.

The responses were reviewed by the Procurement Division in order to determine responsiveness to the requirements of the RFP.

On September 26, 2025, the Evaluation Committee convened to evaluate the two (2) responsive and responsible proposals and ranked the firms in the following order: Study Smart Tutors, Inc., (top ranked), and MOT Miami Magic LLC dba Minds of Tomorrow Miami (second ranked). The Evaluation Committee recommended that the City negotiate with Study Smart Tutors, Inc., to provide the requested services for an initial three (3) year term with two (2) additional one (1) year periods.

The Evaluation Committee further recommended that should negotiations fail with Study Smart Tutors, Inc., negotiations could be conducted with the next ranked firm, MOT Miami Magic LLC dba Minds of Tomorrow Miami (second ranked).

After successful negotiations, a Professional Services Agreement will be executed. A more detailed description of the RFP, proposal response and evaluation results will be provided to you as part of the agenda package.

Please contact me should you have any questions.

Copy:

Cristina M. Suárez, City Attorney

Billy Y. Urquia, City Clerk

Carolina Vester, Assistant City Manager

Fred Couceyro, Community Recreation Director

Katherine Diaz, Youth Center Supervisor

Diana M. Gomez, Finance Director

Celeste S. Walker-Harmon, Chief Procurement Officer

Proposal Evaluation Form
RFQ 2025-018 Professional STEM Program Services
Totals Composite
Form Active

Selection Criteria \ Proposers	Maximum Criteria Points per Evaluator	Total Maximum Sub-Criteria Points	Minds of Tomorrow Miami	Study Smart Tutors, Inc.
			TOTAL:	TOTAL:
Experience & Qualifications	30	150		
Proposer's qualifications including, but not limited to, company history and description, number of years in business, size, number of employees, office location where work is to be performed, licenses/certifications, credentials, capabilities and capacity to meet the City's needs		75	61.0	74.0
Qualifications and experience of all proposed key personnel		40	30.5	38.0
Proposer's relevant knowledge and experience in providing the services described in the "Scope of Services" similar in size to the City of Coral Gables		35	26.5	33.0
Experience & Qualifications Total			118.0	145.0
Project Understanding, Proposed Approach, Methodology	30	150		
Proposer's overall detailed understanding, approach and methodology to perform the services solicited herein.		50	36.5	45.0
Recent, current, and projected workload for the Proposer and key personnel and how the potential contract will fit into the Proposer's workload.		50	33.5	42.0
Proposer's ability to meet or exceed all the program requirements.		50	38.0	44.0
Project Understanding, Proposed Approach, Methodology Total			108.0	131.0
Past Performance and References	10	50		
Proposer's three (3) references (but no more than five (5)) similar in size to the City of Coral Gables, for which Proposer has provided the services described in the RFP AND list all contracts for which the Proposer as performed (past and present) as a PRIME for the City of Coral Gables.		30	21.0	30.0
Provide a list with contact information of all public sector clients in the last three (3) years, and include if any, that have discontinued use of Proposer's services within the past two (2) years and indicate the reasons for the same.		10	10.0	10.0
Incidents within the last five (5) years where (a) a civil, criminal, administrative, other similar proceeding was filed or is pending, if such proceeding arises from or is a dispute concerning the Proposer's rights, remedies or duties under a contract for the same or similar type services to be provided under this RFP.		10	10.0	10.0
Past Performance and References Total			41.0	50.0
Agreement Exceptions	5	25		
Review exceptions made by the proposer to the conditions listed in the agreement for the services.		25	25.0	25.0
Agreement Exceptions Total			25.0	25.0
Proposed pricing as submitted in INFOR.	25	125	112.0	93.0
Total Points	100	500	404.0	444.0
Ranking			2	1

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